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LIBRARY SERVICES IN SAN FRANCISCO

Citizen Usage and Attitudes

MAR 2 1978

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**Report on a Citizen Survey
Conducted by the
Friends of the
San Francisco Public Library
in cooperation with the
San Francisco Foundation
1977 • 78**



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FRIENDS OF THE SAN FRANCISCO PUBLIC LIBRARY

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Mr. Maurice Englander, President
Library Commission
City and County of San Francisco
San Francisco Public Library
Civic Center
San Francisco, California 94102

Dear Mr. Englander:

The Friends of the San Francisco Public Library are pleased to submit this report on Library Services in San Francisco: Citizen Usage and Attitudes for your consideration and implementation. We hope that this citizen survey will become one cornerstone of the master planning process that the Commission will be undertaking in 1978.

The Friends have purposefully refrained from making formal policy recommendations in the context of reporting the survey results. We believe that the Commission, City Librarian and staff, and other City officials should have time to study the survey data and its policy implications. However, the mandate for action is clear and we hope that the necessary planning process and subsequent changes will be initiated in the near future.

We regret that our funding limited the extent of detailed analysis possible of the survey data. However, we have forwarded the data tapes to the City Librarian for more extensive review if desired. We do thank the Commission and City Librarian for their assistance and cooperation, and our primary funding source--The San Francisco Foundation. But most of all, our gratitude extends to those thousands of San Franciscans who helped distribute and complete the questionnaires, again demonstrating their underlying commitment to San Francisco library services.

Sincerely,

Douglas Engmann,
Vice President

Marilyn Smulyan,
Survey Coordinator

LIBRARY SERVICES IN SAN FRANCISCO:
CITIZEN USAGE AND ATTITUDES

VOLUME I



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LIBRARY SERVICES IN SAN FRANCISCO:

CITIZEN USAGE AND ATTITUDES

Report on a Citizen Survey conducted by
the Friends of the San Francisco Public Library

Funded by the San Francisco Foundation and
the Friends of the San Francisco Public Library

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HIGHLIGHTS - MASTER PLAN SURVEY
FRIENDS OF THE SAN FRANCISCO PUBLIC LIBRARY

January, 1978

For many years, library services in San Francisco have suffered from the absence of an overall plan relating the changing needs of San Francisco to evolving library technology. Decisions relating to the expansion or reduction of services have often been made on an ad hoc basis without consideration of the long-term priorities for the Library. These ad hoc decisions, in turn, have placed further pressures on the budget, and consequently services, as facilities and materials become antiquated or depleted due to lack of attention.

Recognizing the need for a master planning process for library services in San Francisco, the Friends of the San Francisco Library in cooperation with the City Librarian and the Library Commission, obtained a grant from the San Francisco Foundation to conduct a public survey to initiate the process. The survey was intended to insure that the needs and desires of San Francisco residents would be reflected in the eventual development of a master plan.

During the Spring and Summer of 1977, the Friends conducted three separate surveys of San Francisco residents; both an adult and children's survey of library users and a survey of the general public. All of the surveys were distributed to patrons at the Main and all branch libraries. The General Public Survey was distributed by mail and at locations

throughout the City, at community and neighborhood groups, community centers, public housing projects, grocery stores and banks, community colleges, churches and other locations. In all, over 75,000 questionnaires were distributed throughout the City, and over 10% (or 8,000) were completed and returned to the Friends.

CHILDREN'S SURVEY

With the assistance of the Head Children's Librarian, a questionnaire was developed to ascertain the problems of children (ages 6 - 14) using the library, as well as their patterns of usage. Fourteen thousand questionnaires were distributed through FREE and all branches of the library; 1,509 were returned. Results of the Children's Survey are highlighted below:

- . *Children using the library are generally satisfied with library services. However, this satisfaction decreases somewhat among older children who experience more problems with services than younger children.*
- . *The greatest problem children have with the library is that it is closed when they want to use it. Nearly half of the children surveyed wanted the library to be open more often.*
- . *Older children have increasing difficulty finding the books and materials they want in the library reflecting another survey result that older children use the library more for*

a specific purpose -- studying or reading -- than younger children. As a result, older children tend to utilize more than one branch or the Main more than younger children.

SURVEY OF LIBRARY USERS

The survey of library users was designed to determine detailed information on characteristics of the users and their use of the library as well as pinpointing service problems and priorities for new services. The questionnaire was developed in cooperation with library staff, pre-tested and translated into Spanish and Chinese. Over 25,000 questionnaires were distributed through FREE and the Main/branch libraries. Of these, 3,734 were completed and returned.

In addition to the detailed Library Users Survey, the questionnaire distributed to the general public contained a section for library users which included some of the same questions appearing on the detailed users survey. An additional 1,548 library users were picked up through the General Public Survey and their responses are incorporated in the analysis.

- . *Library users are most often white, English-speaking, college educated and between the ages of 25 and 64. Nearly one-third have professional occupations and another 25% are students.*
- . *Users tend to utilize the branch nearest to their homes and most often walk to the branch. Those who*

utilize other branches or the Main do so most often to gain access to more books and materials.

- . The afternoon hours are the times of greatest usage and morning hours the times of least usage. Users expressed a strong preference that libraries be open more weekday evenings.*
- . Most users visit the library for purposes of recreational reading, though many also use the library for research or self-improvement reading. Those surveyed tended to be frequent library users with 40% visiting a library at least once a week.*
- . The biggest problems users find with services relate to books, hours (noted above) and the checkout system.*
- . The primary concern expressed was with the lack of books. Nearly half of the users found that the books they desired were either out, missing or not available. Two-thirds of the users placed top priority on improving the book collection before proceeding with other additional services.*
- . Though not specifically asked on the questionnaire, numerous users commented on the antiquated and confusing checkout system of the library. Many urged*

the library to adopt simpler and more efficient methods currently being utilized in other cities.

- . A need for more foreign language materials was expressed by one-third of the user respondents. Materials in Chinese, Tagalog, and Spanish were the languages most often requested, but San Francisco's strong ethnic heritage was also expressed by requests for materials in French, Russian, Italian, Japanese and Korean.*
- . Despite these problems, over half the respondents rank library services as "good" with only ten percent giving the library a "poor" rating. Comments in the questionnaire reveal that outstanding service from library personnel is the most valuable asset of the San Francisco library system.*
- . Users were equally divided on the policy question regarding their preference for smaller versus larger better equipped branches. Support for the smaller branches tended to come from persons who attend programs at or bring children to the library, while persons who use the library for research or school homework generally supported the concept of larger branches.*
- . Users were nearly unanimous in their opinion that the San Francisco library system should receive greater*

funding. Ninety-four percent (94%) of those responding agreed that the 1% currently allocated from the City budget was too low.

- . Approximately three-fourths of the respondents supported the concept of a new Main library, though there was strong sentiment towards the current Main expressed in the comments. Support for a new Main increased with the educational background of the user. Housewives and retired persons expressed the least support for a new Main, with the strongest support coming from professional and managerial occupations and those persons who use services most frequently.*

NON-USERS OF THE SAN FRANCISCO PUBLIC LIBRARY

Of particular concern to the Friends and the City Library staff were the opinions of those persons who do not use library services in San Francisco. Thus, over 45,000 questionnaires designed for the general public were distributed throughout the City at locations accessible to persons who might not come into contact with the library. Approximately half of the 2,808 general public questionnaires returned came from persons who identified themselves as non-users of library services.

- . Non-users of library services are generally non-white, non-English-speaking, and with non-college high school backgrounds. Those who have stopped using the library*

are generally white, while those persons who have never used the library were non-white and non-English-speaking.

- . Persons who have stopped using the library cited a variety of reasons including inconvenient hours and availability of private/school libraries, and a preference to purchasing books.
- . The most common reasons cited by persons never using the library was that they didn't know where it was and language difficulties in dealing with public services.

INTRODUCTION

The Library is a public service and it must meet the needs and desires of the citizens of San Francisco in order to provide an effective service. Therefore, the main goal of the library survey was to achieve maximum participation by the citizens of San Francisco in determining priorities of services, as well as learning the character and dimensions of their library usage. Within this framework, a particular emphasis was placed on reaching those communities which often have little opportunity to participate in planning processes, namely poor and Third World communities.

It was decided that three separate surveys were necessary in order to obtain a maximum amount of information from as many people as possible. Two adult surveys and a children's survey were conducted. One of the adult surveys was designed specifically for library users; the other was a survey intended for the general public with questions for both users and persons who do not utilize City library services. To further maximize citizen participation, all three surveys were distributed in English, Chinese, and Spanish. Due to budget limitations, it was not possible to conduct a statistically valid random sample of San Francisco's population.

The surveys were developed in cooperation with the Friends of the San Francisco Public Library, the Library Commission, the City Librarian and interested Library staff. In addition to the staff being invited to attend planning sessions, copies of the draft surveys were made available for their comments. The Library Commission formed a committee whose members attended and participated in planning sessions. After pre-tests, all questionnaires were approved by the Library Commission.

GENERAL PUBLIC SURVEY

The primary goal of the General Public Survey was to identify the users and non-users of the Library, non-users being defined as people who have not visited the Library within the past year. Information on characteristics of users and non-users, patterns of usage, reasons for use or non-use and problems with and priorities for service was considered essential for determining the future goals of the Library. Selected questions relating to library users were taken from the Library User Survey or the General Public questionnaire. Questions specific to non-users attempted to distinguish between those who at some time had used the Library and those who have never used it, as well as the reasons for their non-usage.

The questionnaire was developed by project staff, working with an ad hoc committee composed of members of the Friends, members of the Library Commission, the City Librarian and interested staff. The questionnaire was pre-tested at five community meetings held in different parts of the City. Designed as a self-mailer, respondents were able to fold the survey, secure it, stamp it and return it by mail, or if they preferred, it could be left at any of the branch libraries or the Main Library.

Distribution

By far, the most important and difficult part of the General Public Survey was the distribution plan. Knowing that survey results could be meaningful only if a broad spectrum of San Franciscans were reached, an

extensive plan was developed. Key to the plan was the ability to obtain free distribution of the questionnaire. It was planned to distribute approximately 40,000 questionnaires in English, 1,800 in Chinese, and 3,500 in Spanish on a city-wide basis, with a heavy distribution in poor and Third World communities. A 2% or 3% rate return was assumed, which would yield approximately 900 - 1,350 questionnaires for analysis. The success of distributing the questionnaire was totally dependent on the assistance and cooperation of community organizations, community centers, businesses, churches, schools and in one case, a City department.

During a two-month period, from the middle of July through the middle of September, a total of 36,180 surveys were actually distributed-- 32,080 in English, 1,800 in Chinese, and 2,300 in Spanish. In some cases, groups involved in the distribution were so enthusiastic that they helped collect completed questionnaires in order to maximize the rate of return. Two thousand eight hundred and eight (or 7.8%) were actually completed and returned, over double the number originally anticipated.

The following organizations were involved in the distribution of the surveys, all except one at no cost:

Duboce Triangle Neighborhood Association	1,700
Mint Hill Neighborhood Association	500
SPEAK (Sunset Parkside Education and Action Committee)	450
Coalition for San Francisco Neighborhoods	400

Pacific Heights Neighborhood Council	55
All Peoples Coalition	2,000
Haight Ashbury Childrens Center	50
Twin Peaks Improvement Association	350
Golden Gate Valley Neighborhood Association	200
Friends of Noe Valley	225
Stanyan/Fulton Neighborhood Association	100
Haight Ashbury Neighborhood Council	500
Telegraph Hill Neighborhood House	400
Canon Kip Community Center	200
Jewish Community Center	500
Visitation Valley Community Center	50
Mission Neighborhood Center	50
Booker T. Washington Community Center	100
YMCA (distributed at all San Francisco branches)	900
Potrero Hill Neighborhood House	100
Mission Hiring Hall	100
Wells Fargo Bank	500
Safeway Stores	1,000
San Francisco Housing Authority	8,000
St. Mary's Cathedral	500
Grace Cathedral	500
John Adams Community College Center	1,000
Skills Center	800
John O'Connell Community College Center	4,000
Galileo Community College Center	500

Pacific Heights Community College Center	2,000
Aleman Community College Center	250
San Francisco Today	4,000
Chinatown Community College Center	1,800
Mission Neighborhood Health Center	300
Centro Latino	200
Arriba Juntos	200
Mission Red Cross	300
Horace Mann Community College Center	600
Mission Community College Center	300
Centro de Cambio	200
LaRaza Information Center	200

It should be mentioned that many other groups and organizations throughout the City volunteered to help distribute the survey but were unable to do so because of time constraints on the project.

Respondents of the Survey

The returns were first analyzed by age, sex, race, education, occupation, native language, and supervisorial district to determine how accurately the overall sample reflected the characteristics of San Franciscans as a whole. The comparisons are based on 1970 Census data (population 715,440) with the exception of race and age which are based on 1973 Employment Development Department data (population 681,200). Because of the changes in San Francisco's population that have occurred since these statistics were compiled (population now approximated at about 640,000) and because of general problems associated with census data--such as undercounts within certain communities--the comparisons should be viewed as giving a general indication of how the survey sample reflects the population rather than being viewed as absolute indications.

Race, Sex, and Age - (Table 1)

Table 1 presents comparative data for race, sex, and age. The survey sample finds both Whites and Blacks underrepresented and is mostly biased towards Chinese respondents. This reflects the aggressive distribution of the survey in the Chinese community. The sample accurately represents the male/female ratio in San Francisco. However, the survey is slightly biased towards younger respondents, perhaps reflecting the extensive community college distribution.

TABLE 1

DEMOGRAPHICS OF RESPONDENTS TO GENERAL PUBLIC SURVEY
COMPARED TO DEMOGRAPHICS OF SAN FRANCISCO'S POPULATION

(Race, Sex, and Age)

	<u>San Francisco Population</u>	<u>General Public Survey</u>
<u>TOTAL</u>	<u>100% (681,200)*</u>	<u>100% (2808)</u>
<u>RACE</u>		
American Indian	0.5%	1.6%
Black	14.5	9.9
White	53.0	42.4
Chinese	9.5	24.2
Filipino	5.6	3.4
Japanese	1.7	1.3
Spanish	13.3	14.5
Other	1.9	3.2

*Employment Development Department 1973

<u>SEX</u>		
Male	48.0%	47.7%
Female	52.0	52.3

	<u>1970 Census</u>	<u>General Public Survey</u>
<u>TOTAL</u>	<u>100%*</u>	<u>100% (2577)**</u>
<u>AGE</u>		
18-24	17.5%	24.2%
25-34	19.4	31.6
35-64	45.2	34.7
65 and over	17.9	9.7

*Percentages based on those age 18 and over.

**Does not include respondents under 18, as well as 171 who did not respond.

Education - (Table 2)

The comparison on education shows the survey sample to be biased slightly towards those with more education, although some of this bias can be attributed to the differences in wording between the education question in the census and that which appeared on the survey. The census data is based on "years completed" while the survey data is based on a question "How far have you gone in school?" which does not imply that respondents actually completed their education within the various categories. For example, a respondent to the survey who is currently enrolled in college would have checked "college" on the survey, although the same respondent would be included in "high school" on the census.

Occupation - (Table 2)

For occupation, the comparisons are only for those who are employed, and do not include the respondents to the survey who were retired (10.0%), housewife (17.5%), or students (25.9%). The survey sample is biased toward professional or managerial occupations, with a somewhat high bias towards those in the crafts occupations. Sales and clerical workers were the most undersampled and service workers were slightly undersampled.

TABLE 2

DEMOGRAPHICS OF RESPONDENTS TO GENERAL PUBLIC SURVEY
COMPARED TO DEMOGRAPHICS OF SAN FRANCISCO'S POPULATION

(Education and Employment)

	<u>1970 Census*</u>	<u>General Public Survey</u>
<u>TOTAL</u>	<u>100%</u>	<u>100% (2400)**</u>
<u>EDUCATION</u>		
Elementary	21.1%	12.1%
High School	45.5	37.5
College	33.3	50.4

*1970 Census, based on number of years completed, adults 25 and over.

**Includes all respondents except those who checked Business/Technical education.

	<u>1970 Census*</u>	<u>General Public Survey</u>
<u>TOTAL</u>	<u>100%</u>	<u>100% (1381)**</u>
<u>EMPLOYMENT</u>		
Professional/Manager/Proprietor	25.5%	30.5%
Sales/Clerical	36.1	15.2
Craftsman/Foreman/Laborer	12.1	30.1
Service Worker	14.3	9.9
Other	12.1	14.3

*Based on the total number of San Franciscans employed, 16 years and over.

**Percentages based on those who are employed. Does not include respondents who listed occupation as housewife, student, student and worker, or retired.

Residency - (Table 3)

Almost all of the respondents to the survey were San Francisco residents (94.2%) with the highest percentage of non-residents being from cities located on the Peninsula (2.9%).

The returns broken down by supervisorial district show a range from a low of 5% in District 9 to a high of 18.1% in District 3. (The populations in the supervisorial districts are all approximately the same, within about 5% of each other.) The differences between the sample obtained in the different districts generally reflects the special effort put into surveying certain communities, as well as the availability of networks for free distribution within the districts. District 3 has the highest sampling with 18.1% because of the special efforts for distribution in the Chinese community and District 6; the second highest (13.0%) reflects the efforts in the Spanish community. District 4 tends to reflect the distribution by the Housing Authority, while District 5 generally reflects the large network of free sources of distribution through community and neighborhood organizations. Additionally, all of the above districts were influenced by the large numbers of their residents who take classes through the Community College Centers.

TABLE 3

DEMOGRAPHICS OF RESPONDENTS TO GENERAL PUBLIC SURVEY

RESIDENCY OF RESPONDENTS

Total	2808
No Answer	93
San Francisco	94.2%
Non-San Francisco	5.8

SAN FRANCISCO RESIDENTS

BY SUPERVISORIAL DISTRICT

Total	2558
No Answer	370
Supervisory District 1	5.9%
2	6.8
3	18.1
4	12.4
5	11.8
6	13.0
7	5.6
8	7.4
9	5.0
10	5.3
11	9.0

Analysis

For the purpose of analysis, after determining the sample received from the General Public Survey, all questionnaires were sorted by whether or not respondents were found to be users or non-users of the Library. Of the total sample, 55% responded that they are library users and 44.9% responded that they are not. The analysis of library users from the General Public Survey has been included with the analysis of those responding to the Library User Survey in the section that follows. Additionally, the analysis of the question on allocations of City funds to the Library for both users and non-users is included in the next section.

Non-Users of the San Francisco Public Library System - (Table 4)

Respondents who do not use the Library tended to be non-White (74.9%), speak a native language other than English (63.6%), with less education than the library users as a whole and in terms of occupation they are not as often in professional occupations as library users. There were also more respondents in crafts occupations among the non-users and slightly more students. When non-users were asked how they generally obtain their information, the highest response was by reading newspapers and magazines (55.4%), followed by television (44.9%), radio (33.9%), from friends (26.3%), reading books (24.8%), attending community meetings (3.8%) and "other" (3.6%).

In comparing those who have never used the library with those who have at some time used it but have now stopped, a specific pattern emerges. Those who have never used the library are found to be most often Chinese (37.4%) and Spanish (29.2%) with less overall education than the non-users in general and even less likely to be in professional occupations than the non-users as a whole. Respondents reporting their occupation as either housewife or crafts people were the largest groups of those who have never used the library.

In contrast, those who have stopped using the library are most often White (47.8%) or Black (18.6%), speak English as their native language (72.0%) and have more education than those who have never used the library and are more likely to be in professional occupations. Students have the highest percentage in this category, followed by those who are retired.

TABLE 4
DEMOGRAPHICS OF NON-USERS
OF THE SAN FRANCISCO PUBLIC LIBRARY SYSTEM

	<u>General Public Survey</u>	<u>Non-Users</u>	<u>Never Used</u>	<u>Stopped Using</u>
<u>TOTAL</u>	<u>100% (2808)</u>	<u>100% (1260)</u>	<u>100% (871)</u>	<u>100% (359)</u>
<u>AGE</u>				
Under 14 years	0.5%	0.3%	0.2%	0.3%
14-17	1.9	1.8	1.7	1.8
18-24	23.7	28.9	27.8	31.7
25-34	30.9	28.3	30.8	22.2
35-64	33.9	31.0	32.3	28.1
65 and over	9.5	9.9	7.3	16.2
<u>RACE</u>				
American Indian	1.6	1.6	1.3	2.4
Black	9.9	9.1	5.1	18.6
White	42.4	25.1	16.2	47.8
Chinese	24.2	32.1	39.5	13.9
Filipino	3.4	3.4	3.2	3.2
Japanese	1.3	1.3	1.3	1.2
Spanish Surname	14.5	23.3	27.8	11.5
Other	3.2	4.5	5.8	1.8
<u>NATIVE LANGUAGE</u>				
English	55.5	36.4	22.1	72.0
Chinese	21.6	29.5	37.4	10.4
Spanish	14.3	23.9	29.2	10.4
Tagalog	3.0	3.1	3.0	2.6
Other	5.7	7.1	8.2	4.6

TABLE 4
DEMOGRAPHICS OF NON-USERS
OF THE SAN FRANCISCO PUBLIC LIBRARY SYSTEM
(Continued)

	<u>General Public Survey</u>	<u>Non-Users</u>	<u>Never Used</u>	<u>Stopped Using</u>
<u>TOTAL</u>	<u>100% (2808)</u>	<u>100% (1260)</u>	<u>100% (871)</u>	<u>100% (359)</u>
<u>SEX</u>				
Male	47.7	46.3	46.2	46.5
Female	52.3	54.0	53.8	53.5
<u>EDUCATION</u>				
Elementary	11.5	19.0	24.8	4.9
High School	34.2	44.9	48.2	37.3
Business/Technical	9.1	8.7	8.2	9.8
College	45.9	27.7	19.0	48.6
<u>EMPLOYMENT</u>				
Sales/Clerical	7.9	6.6	5.0	9.8
Staff/Managerial/ Proprietor	15.9	7.8	5.9	12.7
Housewife	12.3	17.5	22.5	5.2
Student	19.7	20.5	19.1	24.1
Craftsman/Foreman/ Laborer	15.7	20.4	22.5	15.6
Service Worker	5.2	5.3	5.8	4.3
Retired	11.3	10.0	6.9	17.1
Other	7.4	7.0	7.3	6.4
Student and worker	5.1	5.4	5.4	5.2

Reasons for Non-Use - (Table 5)

When non-users were asked why they have never used the Library, the highest response was that they don't know where it is (28.0%). As one respondent commented:

I'd like to know more about the library, but I really don't know where to start in the first place. I don't know where it is located. Besides, do you need a library card to get in?

The next reason cited was language difficulties (20.0%), followed by the hours not being convenient (13.5%). Within the category "other" respondents wrote many comments, including that they have no time or have never thought to go to the Library.

Among those who do not know where the Library is, the response was mostly from those with a native language other than English, primarily with Chinese and Spanish-speaking respondents. Chinese respondents expressed having the most language difficulties with 60% of those responding to this problem being Chinese and 27.1% being Spanish. Respondents speaking English as their native language were highest in the category "other" (43.6%) and preferring to buy books (47.0%).

Respondents who have stopped using the Library were asked why they have stopped. The highest response was that they prefer to buy books (22.0%), followed by they moved too far away (19.2%), hours are not convenient (18.4%), and they use a private or school library (17.3%). The category "other" which received a high response of 27.9% included many different kinds of comments such as neglect, not having time, and problems in renewing library cards.

TABLE 5

WHY RESPONDENTS HAVE NEVER USEDTHE SAN FRANCISCO PUBLIC LIBRARY SYSTEM

	Total Respondents 100% (871)	Native Language				
		English	Chinese	Spanish	Tagalog	Other
Don't know where it is	28.0%	9.1%	44.0%	35.8%	3.0%	8.2%
Don't like to read	4.9	29.3	53.7	14.6	--	2.3
Library doesn't have what I want	3.3	23.1	57.7	11.5	--	7.7
Prefer to buy books	10.0	47.0	19.3	28.9	--	4.8
Cannot get to library	7.1	10.2	50.8	30.5	3.4	5.1
Use school or private library	5.3	50.0	25.0	9.1	6.8	9.1
Hours are not convenient	13.5	19.3	29.7	31.6	8.8	10.5
Language Difficulty	20.0	1.8	60.0	27.1	--	11.2
Other Reasons	16.6	43.6	30.7	15.7	2.9	7.1

TABLE 6

WHY RESPONDENTS STOPPED USING THE LIBRARY

Total	359
No Answer	10
Prefer to buy books	22.0%
Moved too far away	19.2
Hours are not convenient	18.4
Use private or school library	17.3
Couldn't get what I wanted	12.8
Parking problems	7.2
Could not get transportation	7.0
Too hard to check out books	5.0
Library facilities are poor	5.0
Librarians were not helpful	3.3
Owe library fines	2.2
Other	27.9

LIBRARY USER SURVEY

The Library User Survey was the most extensive of the three surveys developed. The goal was to determine problems with and priorities for new services, as well as characteristics of users and patterns of usage, but much more detailed information was sought from respondents than on the General Public Survey. In addition to the question on City allocations to the Library included on the General Public Survey, the Library User Survey included two policy oriented questions on the size of branches and a bond issue for a new Main.

The questionnaire was developed by the project and survey coordinators in cooperation with the ad hoc committee composed of members of the Friends, members of the Library Commission, the City Librarian, and interested staff. After several meetings and discussion on what kinds of information would be the most valuable for planning purposes, a questionnaire was agreed upon. It was pre-tested in two libraries, the Excelsior Branch and the Main. After making appropriate changes, it was finalized and approved by the Library Commission.

Distribution

The Library User Survey was first included in the July issue of FREE, the monthly publication of the Friends. During the two-week period, from July 20th to August 2nd, the survey was conducted in all branch libraries and the Main. In addition to the English version, the Chinatown Branch had surveys available in Chinese and the Mission Branch had surveys available in Spanish. Each branch library was supplied with approximately

500 questionnaires, the Main with 1,000. Librarians were requested to distribute as many questionnaires as possible over the two-week period. It was suggested that surveys be made available at both the check-out and return counter, as well as the librarians' desks, with one central place designated for their return. If there were any other highly visible places in the branches, questionnaires were additionally placed there. The experience in the pre-test was that almost all patrons were willing to complete the questionnaire if asked to do so, although they did not always notice them if they were left on counters. Therefore, librarians were requested to ask patrons to complete questionnaires if possible.

Returns from the various branches varied, depending on the size and usage of particular branches, as well as the interest and time librarians had for assisting with distribution. After all of the questionnaires were returned, six branches were requested to conduct the survey for a few more days to increase the size of the sample.

After editing the returned questionnaires, there were a total of 3,734 -- 652 returned from FREE, 2,411 from the branches, and 671 from the Main. For the purpose of analysis, it was decided to include the questionnaires from library users surveyed in the General Public Survey along with the Library User returns. By so doing, it was possible to have a larger sample of respondents for analysis on those questions that appeared on both surveys. Additionally, because the distribution of the General Public Survey included special efforts to include those people who are not as likely to complete questionnaires, it was believed

that the combination of the two surveys would result in a more accurate sample of library users. There were 1,548 questionnaires returned from library users in the General Public Survey, giving a total of 5,282 for analysis.

Who are the Library Users? - (Table 7)

Overall, library users were found to be mostly San Francisco residents, between the ages of 25-64, college educated, White, speaking English as their native language, with a diversity of occupations, the highest percentages being in professional or managerial jobs or students, and with slightly more women than men.

In viewing the library users from the General Public Survey separately from those responding to the Library User Survey, a distinctive difference is noticeable in the characteristics of respondents. Whereas 76.7% of the library users from the Library User Survey are White, only 56.4% of the users from the General Public Survey are White. Likewise, the users from the General Public Survey are found to be more likely to have a native language other than English than those surveyed in the Library User Survey, and less likely to have a college education than those surveyed in the Library User Survey. Regardless of which survey is analyzed, the overall characteristics of library users remain the same as those given above, but the degree to which the characteristics hold true varies in both surveys. Because the overall sample obtained in the General Public Survey is more similar to the population of San Franciscans as a whole (see previous section), it seems likely that

the percentages reflected in the description of library users from the General Public Survey are probably more accurate. This is generally due to the special attempts made to survey those who do not normally complete questionnaires in the General Public Survey. In cases where it seems possible that this bias might have an effect on the results of the survey, it is noted.

TABLE 7
DEMOGRAPHICS OF LIBRARY USERS

	<u>Total Library Users Surveyed</u>	<u>Library Users Survey</u>	<u>Users from General Public Survey</u>
<u>TOTAL</u>	<u>100% (5279)</u>	<u>100% (3734)</u>	<u>100% (1545)</u>
<u>AGE</u>			
Under 14 years	2.2%	2.8%	0.6%
14-17	4.2	5.2	1.8
18-24	15.1	13.3	19.5
25-34	33.2	33.3	33.0
35-64	35.9	35.8	36.2
65 and over	9.5	9.7	9.2
<u>RACE</u>			
American Indian	1.2	1.0	1.6
Black	7.0	5.5	10.7
White	70.7	76.7	56.4
Chinese	12.0	9.6	17.9
Filipino	2.2	1.6	3.5
Japanese	1.3	1.3	1.4
Spanish	4.0	2.6	7.3
Other	2.2	2.3	2.1
<u>NATIVE LANGUAGE</u>			
English	82.8	87.7	71.0
Chinese	9.1	6.6	15.2
Spanish	3.4	2.2	6.5
Tagalog	1.5	0.9	2.9
Other	3.9	3.7	4.5

TABLE 7
DEMOGRAPHICS OF LIBRARY USERS
 (Continued)

	<u>Total Library Users Surveyed</u>	<u>Library Users Survey</u>	<u>Users from General Public Survey</u>
<u>TOTAL</u>	<u>100% (5279)</u>	<u>100% (3734)</u>	<u>100% (1545)</u>
<u>SEX</u>			
Male	43.2%	40.6%	49.1%
Female	56.8	59.4	50.9
<u>EDUCATION</u>			
Elementary	3.7	3.2	4.8
High School	19.6	17.1	25.8
Business/Technical	6.4	5.1	9.5
College	70.9	75.3	60.4
<u>OCCUPATION*</u>			
Sales/Clerical	10.1	10.4	9.0
Professional/Manager/ Proprietor	29.3	31.7	22.4
Housewife	9.1	9.4	8.1
Student	18.2	17.4	19.2
Craftsman/Foreman/ Laborer	7.2	4.9	12.1
Service Worker	4.2	3.8	5.1
Retired	13.3	13.4	12.3
Other	10.1	10.8	7.8
Student and Worker	4.2	3.8	4.9

*Percentages are slightly over 100% because some respondents reported more than one occupation.

Library Facilities Used

Most of the library users responding to the survey use only the branch libraries (61.5%), use the library located closest to their home (68.9%), and of those using the branch libraries, they generally walk to get there (63.8%). The youngest and the oldest respondents are the most likely to use the library located closest to their home.

TABLE 8

<u>LIBRARY FACILITY USED</u>		<u>TRANSPORTATION TO BRANCH</u>	
Total	5279		
No Answer	88		
Main	27.1%	Bus	15.9%
Branch	61.5	Walk	63.8
Main and Branch	10.9	Car	34.9
Whole World		Bicycle	2.9
Bookmobile	0.4	Other	0.7

AGE BY USE OF LIBRARY CLOSEST TO HOME

	<u>-14</u>	<u>14-17</u>	<u>18-24</u>	<u>25-34</u>	<u>35-64</u>	<u>65+</u>	<u>All Respondents</u>
Total	100	186	472	1183	1273	343	3556
No Answer	3	1	1	10	13	10	38
Yes	85.6%	80.0%	66.5%	61.6%	69.5%	80.2%	68.9%
No	11.3	18.9	31.8	35.9	29.1	19.8	29.5
Don't Know	3.1	1.1	1.7	2.2	1.5	0.3	1.6

TABLE 10

BRANCH LIBRARY USAGE

Usage Reported by Library Compared With
Usage as Reported by Respondents to the Survey

<u>Library Branch</u>	<u>Library Headcount</u>		<u>Respondent's Reported Usage</u>	
	<u>Percent</u>	<u>Ranking</u>	<u>Percent</u>	<u>Ranking</u>
Anza	3.3	14	3.2	13
Bernal	1.8	19	2.3	19
Chinatown	11.4	1	10.0	2
Eureka Valley	3.7	11	5.9	4
Excelsior	9.1	2	4.6	8
Glen Park	1.4	22	0.8	24
Golden Gate Valley	2.9	15	3.7	12
Ingleside	0.6	25	1.2	23
Marina	5.3	8	5.8	5
Merced	3.9	10	2.5	17
Mission	5.4	7	4.6	9
Noe Valley	2.7	16	4.7	7
North Beach	6.5	5	4.3	11
Ocean View	0.4	26	0.2	26
Ortega	3.4	13	2.8	15
Park	2.7	17	2.8	16
Parkside	4.3	9	5.0	6
Portola	0.9	23	0.5	25
Potrero	0.7	24	2.3	20
Presidio	2.6	18	2.9	14
Richmond	7.8	3	8.4	3
Sunset	6.5	4	11.1	1
Visitacion Valley	1.5	21	1.2	22
Anna E. Waden	1.6	20	2.5	18
West Portal	6.2	6	4.4	10
Western Addition	3.5	12	2.1	21

Individuals responding that they use a library other than the one located closest to home were asked why. Most responded that other libraries are bigger and have more material (62.5%), with the next highest response being that another library is more convenient to work or shopping (25.6%).

TABLE 9
USAGE OF LIBRARY
OTHER THAN ONE LOCATED CLOSEST TO HOME

It's bigger and has more material	62.5%
More convenient to work or shopping	25.6
It has special material	24.7
Closest library is closed	11.5
Transportation is better	5.9
Better parking	5.7
Other	13.3

Among the respondents who said "other" the most noticeable remarks were from those who preferred the personnel at particular branches and/or who had moved from one neighborhood but continued to go back to the branch in their old neighborhood.

Branch Usage - (Table 10)

The highest percentage of respondents reported that they use the Sunset Branch (11.1%) and the lowest percentage responded that they use the Ocean View Branch (0.2%). The ranking of branches in terms of usage is compared with the statistics the library has on branch usage. Figures from the Library are based on a headcount done in the branches during the

period from April 18-28, 1977. These figures are not totally accurate due to fluctuations in use and whether or not individual branches sponsored group programs during the week of the count. Likewise, because the majority of the library user questionnaires were distributed in the branches, these same factors need to be considered. Given these fluctuations, overall most of the branches fall into the same general pattern of ranking.

Hours of Usage - (Table 11)

The hours of highest usage are late afternoon (between 3:00-6:00 p.m.), with early afternoon (between 12:00-3:00 p.m.) being the next highest. It should be noted, however, that these are the hours the branch libraries are most often open. Evening usage was reported at 29.9%, while morning usage, reported as the lowest, was 16.5%. Respondents in the 25-34 age group reported the highest evening usage (40.5%) while those in the 65 and over age group reported the lowest evening use (7.1%) and the highest morning (29.4%) and early afternoon (59.4%) use.

TABLE 11

	<u>HOURS OF USAGE</u>						<u>All Respondents</u>
	<u>-14</u>	<u>14-17</u>	<u>18-24</u>	<u>25-34</u>	<u>35-64</u>	<u>65+</u>	
Total	109	212	759	1669	1802	477	5028
No Answer	--	1	12	39	31	14	97
Morning	5.5%	5.7%	10.7%	16.3%	17.9%	29.4%	16.5%
Early Afternoon	45.9	36.5	33.3	28.7	37.7	59.4	36.5
Late Afternoon	60.6	63.5	44.8	40.4	42.7	27.4	42.2
Evening	13.8	15.6	30.6	40.5	29.0	7.1	29.9

Frequency of/and Reasons for Use - (Table 12)

Most respondents to the survey are rather frequent library users, with the highest percentage (39.9%) reporting that they use the library once a week. Slightly over half of the respondents (51%) usually use the library to check out books and most respondents (67.1%) reported that they generally use the library for recreational reading purposes.

Problems with Services and Facilities

The biggest problems respondents have with the library relate to books, hours, and the check-out system. Although a fair percentage of respondents seem to be satisfied with the Library (25.8% had no problems with services and 36.7% had no problems with facilities), the majority of respondents expressed concern in these areas. The concern over books and hours was expressed both in responses to questions about specific problems with services, as well as in the comments received to an open-ended question about unsatisfactory services. The concern expressed about the check-out system was reported in the unsatisfactory comments only. (This is because the check-out system did not appear as one of the potential problems listed under materials and services.) Comments about the check-out system referred to it as antiquated, confusing, inefficient, and many respondents reported that they had returned books that the library records still showed them having, as is reported by the following respondent:

TABLE 12

HOW RESPONDENTS USE THE LIBRARY

Total	5279
No Answer	61
Check books out only	51.0%
Use books in library only	11.5
Both check books out and use books in library	37.8

HOW OFTEN RESPONDENTS USE THE LIBRARY

Total	5279
No Answer	62
More than once a week	23.2%
Once a week	39.9
Once a month	23.5
Every other month	6.2
Less than every other month	8.7

WHY RESPONDENTS USE THE LIBRARY

Total	5279
No Answer	74
Recreational reading (browsing)	67.1%
Professional or research reading	38.0
Self-improvement reading	34.5
School homework	11.3
To bring children	9.1
To attend programs	8.8
Job Information	6.5

Please try to get a more efficient system for charging out books. Writing them all out takes too much time and sometimes I get snippy notices to return books I gave back long ago...although I have had a library card here 15 years, have used the library once a week in all that time and have scrupulously returned every book!

Additionally, many respondents compared San Francisco's check-out system with those of other cities and suggested that the other systems be tried out here.

Problems with Services - (Table 13)

Under the section on services, 42.1% of the respondents reported that the library does not have the books they want; 41.1% reported that the books they want are usually out; and 11.8% reported that the material is outdated. Included in the category of "other" was concern expressed over the lack of periodicals, the policy of not being able to check out certain kinds of books, negative feelings about the way books are organized within the library, and concern over theft of books. . . .

A number of comments were received from respondents about their concern with the lack of books in the library. Many of these suggested that books listed in the card catalog may not exist:

Inventory is the biggest single problem for me. I will buy a book if the library doesn't have it. But librarians insist, if it is in the files and not in the stacks, it is checked out. They are wrong, many books are missing and thus much of my time is wasted.

TABLE 13
PROBLEMS WITH SERVICES

Total	5279
No Answer	307
Library doesn't have books I want	42.1%
Books I want are usually out	41.1
None	25.8
Material is outdated	11.8
Other	9.2
Procedure for reserving books is too slow	9.1
Too hard to check books out	7.0
Librarians can't answer any questions	2.0
Language problems	1.7

Problems with Facilities - (Table 14 and 15)

Under problems with facilities, inconvenience of library hours was the greatest problem expressed (30.1%). As one respondent commented:

Somehow get the Library and those in charge into the 20th Century. One of the City's most valuable resources and they can't even stay open the hours most people can use it -- after work, weekends!

When asked which days and hours would be the most convenient, the highest response was for weekday evenings (37.2%) with Wednesday and Monday evenings receiving the highest responses.

TABLE 14
MOST CONVENIENT HOURS

Total	5279
No Answer	437
Weekday evenings	37.2%
Weekday (3:00-6:00)	28.3
Weekday (12:00-3:00)	24.3
Saturday (12:00-3:00)	24.1
Sunday (12:00-3:00)	21.7
Saturday (3:00-6:00)	19.6
Sunday (3:00-6:00)	19.3
Weekday morning	17.0
Saturday morning	14.9
Sunday evening	13.1
Saturday evening	10.3
Sunday morning	8.1

TWO MOST CONVENIENT EVENINGS

Total	3734
No Answer	747
Wednesday	37.0%
Monday	34.0
Tuesday	27.7
Thursday	26.5
Friday	25.4
Sunday	23.7
Saturday	20.6

Other problems with facilities included the inadequacy of restroom facilities (17.0%) and parking problems (15.8%). In regards to the restroom facilities, the problem within some of the branches is that they have no visible public restrooms. Concern expressed in the comments over the restroom facilities in the Main most frequently related to the men's facility and the need for it to be cleaned up.

TABLE 15
PROBLEMS WITH FACILITIES

Total	5279
No Answer	561
None	36.7%
Hours are not convenient	30.1
Restroom facilities are inadequate	17.0
Parking problems	15.8
Other	9.1
Library is too noisy	8.0
Lighting is poor	5.0

New Services - (Table 16)

The general feeling regarding new services in the Library can be summed up by the following comment:

Non-book materials are more glamorous, but I think they're overrated. Books first, please.

Although there were many ideas expressed for new services, most

respondents spoke to the first need of the library as being for more books.

Materials

When asked specifically about materials, 64.4% of the respondents answered "More books," many of them listing specific types of books they felt the library should acquire. Under the category "other," most respondents listed periodicals, and, again, often they listed specific periodicals.

TABLE 16

<u>ADDING MORE MATERIALS</u>		<u>NEED FOR AUDIO VISUAL MATERIALS</u>	
Total	5279	Total	3734
No Answer	381	No Answer	987
More books	64.4%	None	47.4%
More Records/ Audio Cassettes	19.3	Phonographs	18.3
None	16.0	Audio cassettes	16.1
More films, TV and video programs	13.8	TV and video programs	14.3
Other	9.9	Slides and filmstrips	12.6
More paintings to check out	4.8	16 mm films	11.0
		8 mm films	7.8
		Other	4.7

In a separate question on the need for more audio-visual materials, 26.4% of the respondents did not answer the question and most respondents (47.7%) answered that they did not need any audio-visual services. The services with the highest requests were phonographs (18.3%) and audio cassettes (16.1%).

Respondents were also specifically asked whether they need more foreign language materials. Again there was a high percentage of non-response (23.5%). Of those responding, 34.1% said they could use more foreign language materials. Of those who requested materials in a particular language, the highest response was "other" (37.8%) (included all but Chinese, Spanish and Tagalog, without any language seeming to be distinctive) and then Spanish (30.4%), Chinese (24.4%) and Tagalog (7.4%).

Changes in Delivery

The lack of response to the question of possible changes in delivery was also somewhat high (22.4%) and the majority of those responding reported that there should be none (54.3%). A citizens information center received the highest percentage (16.0%) with tools to check out next (15.4%).

TABLE 17

CHANGES IN DELIVERY

Total	5279
No Answer	1183
None	54.3%
Citizens Information Center	16.0
Tools to check out	15.4
Books by mail	12.3
Bookmobiles	7.1
Toys to check out	4.6
Other	4.0

Included in the category "other" were numerous suggestions for changes, including renewal of books by phone, longer loan periods, and drop-off

bins for returning books outside the Library.

Changes in Facilities

Although the highest percentage of responses to the question on changes in facilities was "none" (46.9%), a rather large percentage showed a desire for lounge space for reading (33.9%). The category "other" received many responses as several respondents wrote in that longer hours are the biggest change in facilities needed.

TABLE 18
CHANGES IN FACILITIES

Total	5279
No Answer	1012
None	46.9%
Lounge space for reading	33.9
More room for students to do school work	18.0
Other	10.4

Respondents Overall Evaluation of Services

Although many problems have been reported by library users throughout this survey, when asked to give an overall evaluation of library services, the majority of respondents rated them as good (50.2%) with 37.6% ranking services as fair, and only 9.0% of the respondents as poor.

Comments from respondents regarding what they believed to be the most outstanding service provided by the Library were most often in praise of the personnel (39.1%). Other areas that received a high percentage of comments that could be categorized included programs (9.9%) and comments relating to specific branch libraries (9.3%).

Allocation of City Funds to the Library

The City of San Francisco has never allocated more than 1% of the annual budget to the Library, although the average spent by cities in the United States is 2%. Given this information, respondents to both the General Public and Library User questionnaires were asked whether or not the City should allocate more money to the Library. An overwhelming majority of those responding (92.2%) said the City should allocate more funds. The response was slightly higher from library users (93.3%) than for non-users, but even the non-users gave substantial support (86.3%). Overall, the non-response to this question was 12.6% and was highest for non-users (26.5%). Regardless of user characteristics, support was found to be generally uniform by all. Following are some of the comments respondents wrote:

I like the library and use it often. It seems a shame that they have inadequate funds. This is the best and one of the most important services of a city -- should be kept up.

Library obviously has too low a priority in the scheme of things at City Hall and the Board of Supervisors -- it's a shame.

The City Supervisors, government and papers continually talk about crime in San Francisco. The library system in all neighborhoods can provide people with recreational, educational and cultural resources. The library should be one of the City's most important resources but receives so little funding that this opportunity to serve the people operates minimally.

For poor people, libraries are a lifesaver -- I love to read but can't afford to buy books. More money for libraries!!

Smaller vs. Larger Branches

The question of whether the library should have fewer, but better supplied branches with longer hours, has arisen over the years, particularly as budgetary problems have required cut-backs in the hours of service. Currently there are 26 branch libraries, of varying size and hours, serving the City's neighborhoods. The branches range from store-fronts such as the Ingleside and Ocean View branches to large, well-equipped facilities in the Richmond and Haight branches.

The survey results indicate that library users support the need for both kinds of branches. When asked to choose between smaller and larger branches, 55.4% of those responding chose the smaller branches with limited materials and hours, located in the neighborhoods; 44.6% of the respondents chose larger branches with more materials and longer hours located further away. A total of 14.4% of the respondents did not answer this question or refused to make a choice. As one respondent wrote:

Larger branches would neither have the convenience of smaller branches or resources of a Main library. A wasteful compromise which accomplishes nothing.

The support for both size branches seems most closely related to why people use the Library, whether they currently use the Library located closest to their home and what they feel the role of the Library is or should be.

Most of the support for smaller branches comes from persons using smaller branches--while conversely, support for the larger branches comes from those not using the library closest to home.

TABLE 19
USE LIBRARY CLOSEST TO HOME

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
Total	2543	1090	61
No Answer	381	127	23
<u>Prefers</u>			
Smaller Branch	63.5%	38.7%	27.7%
Larger Branch	36.5	61.3	72.3

Respondents who bring children to the Library, attend programs, and use the Library for recreational reading were also found to be more in favor of the smaller branches. Those who use the Library for research or professional reading and to do school homework were slightly more in favor of the larger branches.

TABLE 20

WHY RESPONDENTS COME TO THE LIBRARY

	<u>Recreational</u>	<u>Professional Research</u>	<u>School Homework</u>	<u>Bring Children</u>	<u>Self- Improvement</u>	<u>Job In- formation</u>	<u>Attend Programs</u>
Total	2713	1371	383	309	1269	196	335
No Answer	346	205	65	36	170	30	40
<u>Prefers</u>							
Smaller Branch	59.2%	49.8%	49.1%	64.1%	57.7%	54.8%	62.0%
Larger Branch	40.8	50.2	50.9	35.9	42.3	45.2	38.0

When specifically asked why they chose a smaller or larger branch, respondents expressed many different reasons that were coded into general categories. Although many respondents expressed more than one reason, the following figures reflect only their first reason cited. Among those who chose smaller branches, convenience was most often cited (46.2%) with a view of the Library performing a neighborhood or community service next (11.3%). The actual written comments best express how people feel:

Please, please. Do not take away our convenient branch libraries. I'll take limited hours and books!

Even though I've been complaining about few books and limited hours--it seems more important that everyone have access to at least some books.

Because I believe that libraries should be for the community, more people are able to use local libraries and because I like the atmosphere.

The branch is an important part of the neighborhood. Young people would find it much less accessible if further away. Larger branches are still readily available if needed.

Respondents who chose larger branches generally cited more materials as the reason for their choice (52.5%) with efficiency being their second concern (22.5%). Although longer hours only received 6.9% of the respondents first reason, oftentimes hours were cited after more materials and, therefore, were not coded. Once again, respondents' feelings are best expressed by some of the comments that follow:

I feel that when I go to the library I should leave it happy, but sometimes when I leave a small branch I am mad because I couldn't find what I was looking for.

Better efficiency for the whole system and greater chance the individual will find required material.

More efficient in terms of the likelihood that I'll find what I want. I sometimes drive to three different branches tracking down books.

Larger selection of materials and hours are not limited--one has to watch the clock in a smaller branch.

Bond Issue for a New Main - (Tables 21, 22)

Concern for building a new Main has been voiced by many of the Library staff and active supporters of the Library for many years. The Main was built in 1917 to house 400,000 books. It currently contains over 900,000 volumes, many of which are stacked in the hallways and areas previously designated as staff space. According to some library personnel, it is the overcrowding and inefficiencies of the Main that are responsible for many existing service deficiencies.

Because the building of a new Main would require passage of a bond issue by two-thirds of San Francisco's voters, it was considered essential to determine the extent of public support for a new Main before proceeding with a bond issue on a future ballot.

Those responding to the question on a bond issue gave substantial support; 73.7% of the library users said "yes." (The non-response was 11.7%

and included respondents who did not respond or who wrote comments but did not state an actual choice.) Support for the bond issue was higher from those who use the Main, and from those who, overall, evaluated the Library poorly. Additionally, those who are college educated and in professional occupations were slightly more in favor of the bond issue. Because those with a college education and in professional occupations are the group which the Library User sample was found to be biased towards, it seems likely that the support given for the bond issue may not be as strong overall for library users as these figures suggest.

TABLE 21
SUPPORT FOR THE NEW MAIN BY
LIBRARY FACILITY USED

	<u>Main</u>	<u>Branch</u>	<u>Main and Branch</u>
Total	868	2443	376
No Answer	99	287	46
In Favor of Bond Issue	78.9%	70.6%	77.3%
Against Bond Issue	21.1	29.4	22.7

SUPPORT FOR THE NEW MAIN BY
OVERALL EVALUATION OF LIBRARY

	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
Total	1762	1319	315	131
No Answer	150	531	11	16
In Favor	92.9%	95.7%	97.7%	87.0%
Against	7.1	4.3	2.3	13.0

TABLE 22

SUPPORT FOR NEW MAIN BY OCCUPATION

	<u>Sales/ Clerical</u>	<u>Profes- sional</u>	<u>Housewife</u>	<u>Crafts- person</u>	<u>Service Worker</u>	<u>Student & Worker</u>	<u>Retired</u>	<u>Other</u>
Total	356	1083	321	167	130	596	459	369
No Answer	28	85	30	13	10	49	49	35
In Favor	72.3%	79.9%	60.8%	75.3%	72.5%	72.9%	65.1%	71.9%
Against	27.7	20.1	39.2	24.7	27.5	27.1	34.9	28.1

SUPPORT FOR NEW MAIN BY EDUCATION

	<u>Elementary</u>	<u>High School</u>	<u>Business/Technical</u>	<u>College</u>
Total	116	611	183	2692
No Answer	18	58	27	210
In Favor	53.1%	67.8%	62.2%	76.1%
Against	46.9	32.2	37.8	23.9

The survey results indicate a rather strong attachment to the Main, which became apparent in the concern expressed by respondents over what would happen to it if a new Main were to be built. Oftentimes, comments listed suggestions as to how the Main could be used:

Yes, only if you don't tear down the beautiful building but add to it -- use two buildings if necessary. I love the old one.

Yes, as long as the present building is kept and becomes a giant San Francisco archive.

Yes, but only to store books...keep the old for public reading areas.

Comments from respondents who were against the bond issue generally reflected a feeling that some changes are necessary, but a new Main was not seen as the answer to the Library's problems.

No, why start all over? The building is fine. Refinish and refurbish.

No, I would think building a new Main would not help any, but to furnish with NEWER UPDATED material would.

No, I would prefer improving the smaller branches.

No, I am in favor of better service, more books and less noise. I am not in favor of spending money to modernize the library system if none of these is improved.

CHILDREN'S SURVEY

The goal of the Children's Survey was to determine the problems children experience when using the Library, as well as their patterns of usage. Specific questions were asked regarding their ability to find materials, the helpfulness of librarians, their ability to check out books and the availability of books they desire in the Library. Questions were also asked on the convenience of library hours. They were additionally given the opportunity to write comments about what they like best and least about the Library, as well as the kind of books they like best.

The survey was developed primarily with the assistance of the Head of Children's Services and interested Children's Librarians. The questionnaire was designed for children from pre-school age to about 14 years. After a pre-test was conducted in three of the branches--Excelsior, Park, and Mission--appropriate changes were made and the questionnaire was finalized.

Distribution

The Children's Survey was first published in the June issue of FREE, the monthly publication of the Friends of the San Francisco Public Library. During the week of July 9-16, the survey was conducted in all branch libraries and the Children's Room in the Main. In addition to the English version, the Chinatown Branch had surveys available in Chinese and the Mission Branch had surveys available in Spanish.

All branch libraries were provided with approximately 100 questionnaires, the Children's Room in the Main was provided with approximately 200. Librarians were asked to distribute as many questionnaires as possible for two days over the week period designated. As much as possible, they were requested to distribute the questionnaires evenly throughout the days designated, so that responses would be received from children who use the Library at varying times. Because of the potential inconvenience and difficulties, it was decided not to survey groups of pre-schoolers who often use the Library, such as childcare centers, schools, etc. Because of this, the breakdown of children who use the Library by age is not truly indicative of the usage by pre-school age children. Statistics on group usage are included in the report to supplement the information obtained in the survey.

Library Usage - (Table 23)

Respondents to the Children's Survey were mostly between the ages of 6-13 (83.2%); over half of them are able to speak or read a language other than English, and there were more female respondents (62.6%) than males. Of the respondents able to read or speak a language other than English, the highest response was Chinese (39.0%), followed by Spanish (27.1%), and "other" (26.7% includes a diversity of languages).

TABLE 23
RESPONDENTS TO THE CHILDREN'S SURVEY

<u>AGE</u>		<u>SEX</u>	
Total	1509	Total	1509
		No Answer	16
0 - 5	9.3%		
6 - 10	46.2	Male	37.4%
11 - 13	37.0	Female	62.6
14 +	7.6		

<u>SPEAK OR READ FOREIGN LANGUAGE</u>		<u>LANGUAGE</u>	
Total	1509	Total	768
No Answer	35	No Answer	20
Yes	52.1%	Chinese	39.0%
No	47.9	Spanish	27.1
		Tagalog	7.1
		Other	26.7

As mentioned previously the sampling of children excluded pre-schoolers who come to the Library in groups. According to Children's Services, this is, overall, one of the larger categories of service that Children's Librarians give. During the year 1976-1977, a total of 467 nursery school visits were made to the libraries, with 7,318 children attending. These visits vary considerably by branch; the Western Addition Branch had the

highest number of visits, 75, and both the Ocean View and Anza Branches had none. Although the survey results are biased towards the older children, there were enough individual pre-schoolers included in the sample to give us information about their patterns of usage and problems encountered.

Over half (57.6%) of the children responded that they visit the Library once a week or more. Most of them only use one branch (61.3%), although the older children are more likely to use more branches, with over half of those aged 14 and over responding that they use more than one branch. Almost all of the children responding felt the furniture in the Library is comfortable (87.2%).

TABLE 24

HOW OFTEN CHILDREN COME TO THE LIBRARY

Total	1509
No Answer	12
Once a week or more	57.6%
Once or twice a month	29.7
A few times a year	8.2
This is your first time	4.6

VISIT MORE THAN ONE BRANCH

		Total	1509			
		No Answer	16			
TOTAL			<u>AGE</u>			
			<u>0-5</u>	<u>6-10</u>	<u>11-13</u>	<u>14+</u>
Yes	38.7%	37.1%	31.8%	43.4%	59.8%	
No	61.3	62.9	68.2	56.6	40.2	

Children of all ages usually come to the Library with friends or family (62.5%), although they tend to come alone more often as they get older and if they are male. Most children of all age groups walk to the Library (68.5%), and as they get older, they are found to walk even more often. The highest percentage of children being driven to the Library is in the pre-school age group. Older children are more likely to travel by bus, if they do not walk.

TABLE 25
WITH WHOM CHILDREN COME TO THE LIBRARY

		Total	1509					
		No Answer	17					
<u>TOTAL</u>		<u>AGE</u>				<u>SEX</u>		
		<u>0-5</u>	<u>6-10</u>	<u>11-13</u>	<u>14+</u>	<u>M</u>	<u>F</u>	
Yourself	27.3%	8.9%	19.9%	38.4%	39.8%	33.9%	23.6%	
Friend/family	67.5	81.7	66.9	54.7	50.4	57.4	65.5	
Group	3.2	1.5	4.5	1.4	6.2	2.6	3.4	
Other	7.8	8.0	9.3	6.5	4.4	6.2	8.6	

HOW CHILDREN GET TO THE LIBRARY

		Total	1509			
		No Answer	9			
<u>TOTAL</u>		<u>AGE</u>				
			<u>0-5</u>	<u>6-10</u>	<u>11-13</u>	<u>14+</u>
Walk	68.5%	57.5%	67.4%	71.1%	75.2%	
Bicycle	4.0	2.1	2.9	5.6	5.3	
Bus	14.5	10.8	12.5	17.4	17.7	
Someone drives you	14.0	30.2	17.7	7.5	3.5	

Over 80% of the children responding have a library card, although this is found to be influenced by age, with children being more likely to have a library card as they get older.

TABLE 26

HAVE LIBRARY CARD

Total 1509

No Answer 35

<u>TOTAL</u>		<u>AGE</u>			
		<u>0-5</u>	<u>6-10</u>	<u>11-13</u>	<u>14+</u>
Yes	81.4%	71.1%	78.2%	86.3%	89.2%
No	18.6	28.8	21.8	13.7	10.8

Why Children Come to the Library - (Table 27)

A ranking of responses to the question why children come to the Library shows most children come to borrow a book to read for fun (83.7%), with obtaining information for school work ranked second (54.8%). This ranking is found to be considerably different for pre-school aged children, with slightly over half of them ranking pre-school story hour second (50.7%), attending programs third (50.0%) and obviously ranking those items relating to school near the bottom. There are also some differences within the other age groups, the most noticeable being the difference in program attendance, which distinctively goes down with age. (This is not as apparent in the ranking as it is by the percentages.)

TABLE 27
WHY CHILDREN COME TO THE LIBRARY

<u>TOTAL</u>	Total 1509	<u>AGE</u>			
		<u>0-5</u>	<u>6-10</u>	<u>11-13</u>	<u>14+</u>
Borrow book to read for fun	83.7%	86.3%	85.1%	81.2%	87.7%
Get Information for school work	54.8	15.0	44.9	73.3	73.7
Get Information about special interest/hobby	46.5	20.7	44.5	55.9	43.9
Read in Library	38.4	25.0	42.5	36.0	42.1
Study in Library	30.6	7.9	25.0	41.4	40.5
Attend programs	28.5	50.0	35.9	17.6	10.5
Get book for someone else	17.2	9.3	17.4	18.5	20.2
Attend pre-school story hour	10.7	50.7	9.3	3.9	2.6

Materials in the Library - (Table 28)

Responses to the question regarding what kind of books children like best vary considerably within the different age groups. Overall, the category which received the highest response is "other" which includes responses that did not fit the other categories, and, most importantly, responses which indicated a liking for any or all kinds of books. The 6-10 year-old group ranked children's books first, "other" second, magic and funny books third, mysteries fourth, and animal books fifth. The 11-13 year-old group ranked fiction/novels first, "other" second, mysteries third, magic and funny books fourth, and adventure and space books fifth. The oldest group, 14 and over, ranked fiction/novels first, mysteries second, "other" third, magic and funny books fourth and non-fiction fifth.

TABLE 28
KIND OF BOOKS LIKED BEST*

	Total	1509			
	No Answer	84			
<u>TOTAL</u>		<u>AGE</u>			
		<u>0-5</u>	<u>6-10</u>	<u>11-13</u>	<u>14+</u>
Other	19.2%	12.1%	17.1%	23.5%	20.2%
Children's Books	18.1	53.6	22.2	6.5	6.1
Fiction/Novels	16.6	6.4	8.8	24.6	38.6
Mysteries	15.6	1.4	12.5	21.0	26.3
Magic/Funny	12.5	8.6	14.3	11.8	9.6
Animal	9.7	15.0	11.9	6.8	4.4
Adventure/Space	8.0	3.6	7.0	10.8	5.3
Hobby	7.7	2.9	7.2	10.0	5.3
Fairy Tales	7.4	5.0	10.2	5.2	3.5
Non-Fiction	6.2	3.6	6.2	6.5	7.9
Sports	4.8	2.1	3.3	7.3	5.3
Science Fiction	3.3	---	2.0	5.2	6.1

*This was an open-ended question on the questionnaires. The categories listed are not all mutually exclusive, but are the categories that most responses were in. Up to three responses could be coded for each respondent, but most children only listed one kind of book.

When asked about availability of books, 78.9% of those responding said that the books they want are usually in the Library, although this response goes down as children grow older. Additionally, children who speak a language other than English are less likely to find books they want. The highest dissatisfaction was among the Chinese speaking.

TABLE 28

BOOKS IN LIBRARY

Total 1509

No Answer 37

	<u>TOTAL</u>	<u>AGE</u>				<u>LANGUAGE OTHER THAN ENGLISH</u>		
		<u>0-5</u>	<u>6-10</u>	<u>11-13</u>	<u>14+</u>	<u>Yes</u>	<u>No</u>	<u>Chinese</u>
Yes	78.9%	85.6%	82.1%	75.6%	67.9%	73.8%	85.1%	64.7%
No	21.1	14.4	17.9	24.4	32.1	26.2	14.9	35.3

Most children do not seem to be aware of or do not use the record collection in the libraries, the highest awareness being among the youngest and the oldest age groups. Of those who do use the records, the likelihood of the Library having the records they want goes down significantly as they get older.

TABLE 28

RECORDS IN LIBRARY

Total 1509

No Answer 48

	<u>TOTAL</u>	<u>AGE</u>			
		<u>0-5</u>	<u>6-10</u>	<u>11-13</u>	<u>14+</u>
Yes	15.6%	23.8%	20.2%	10.5%	3.6%
No	24.0	21.5	19.2	26.5	42.9
Don't Know	60.4	56.4	60.6	63.0	53.6

Most of the children responded that they can find materials by themselves, although the pre-schoolers expressed the most difficulty (35%). Ability to find materials seems related to age, except that it goes down for the 14 and over age group. This can possibly be attributed to the change from using the Children's section to the Adult section in the Library.

TABLE 29
FINDING MATERIALS WITHOUT HELP

	Total	1509			
	No Answer	32			
	<u>TOTAL</u>	<u>AGE</u>			
		<u>0-5</u>	<u>6-10</u>	<u>11-12</u>	<u>14+</u>
Yes	75.6%	65.0%	72.1%	82.4%	75.9%
No	24.4	35.0	27.9	17.6	24.1

Overall, most of the children responded that it is not hard for them to check out books, but once again this is found to be very much related to age. The younger children have the most difficulty, and as they get older they are more likely to find it easier to use the check out system.

TABLE 30
HARD TO CHECK OUT BOOKS

	Total	1509			
	No Answer	29			
	<u>TOTAL</u>	<u>AGE</u>			
		<u>0-5</u>	<u>6-10</u>	<u>11-12</u>	<u>14+</u>
Yes	18.8%	34.8%	23.0%	11.6%	9.6%
No	81.2	65.2	77.0	88.4	90.4

Almost all of the children responding felt that the librarians are usually helpful. The most dissatisfaction expressed was from the 14 and older age group, but even within this group, the librarians were considered helpful.

TABLE 31

LIBRARIANS HELPFUL

	Total	1509			
	No Answer	24			
	<u>TOTAL</u>		<u>AGE</u>		
		<u>0-5</u>	<u>6-10</u>	<u>11-13</u>	<u>14+</u>
Yes	97.7%	97.0%	98.4%	98.2%	92.0%
No	2.3	3.0	1.6	1.8	8.0

The most dissatisfaction expressed by the children surveyed was towards the Library's hours. Of those responding, 43.0% expressed dissatisfaction. This again seems to be related to age, with the older children expressing the most dissatisfaction. When asked when they would like the Library to be open, the greatest response was "everyday" or "all the time." However, if the three different categories that include weekend hours are added together, the highest request becomes for weekends (32.9%).

TABLE 32

LIBRARY CLOSED WHEN YOU WANT TO USE IT

	Total	1509			
	No Answer	20			
	<u>TOTAL</u>		<u>AGE</u>		
		<u>0.5</u>	<u>6-10</u>	<u>11-13</u>	<u>14+</u>
Yes	43.0%	36.0%	41.6%	44.7%	52.3%
No	57.0%	64.0	58.4	55.3	47.7

TABLE 32
WHEN LIBRARY SHOULD BE OPEN

Total 595

Everyday/all the time	30.4%
Mornings	16.8
Saturday	13.8
Sunday	11.9
Weekends	7.2
Other	7.1
Monday	6.7
Evenings	6.1

Overall Evaluation

When asked what they like best about the Library, the majority of the children responding (55.3%) wrote comments referring to the availability of good books to read or listed specific kinds of books that they like. The next highest percentage of comments received were regarding the quiet (10.3%), the librarians (8.0%) and the movies, games, and programs (7.6%).

When asked what they like least, most children responded "nothing" (35.0%) or wrote comments that did not fall into any distinguishable categories. The biggest complaint was from 10.1% of those responding who wrote that the Library doesn't have enough books or the books that they want are out.

APPENDIX A

The following Appendix includes remarks from library users, the general public, and children who responded in the comments section of the questionnaire.

COMMENTS RECEIVED ON THE LIBRARY USERS SURVEY

There should be more people around to assist you or a more detailed map to make it easier to find your way around.

(There are) no quiet, calm, comfortable reading spaces.

(There needs to be) a list of services available.

I don't believe in turning cities into archive collections. We need a method for disposal as well as additions with phenomenal increase in new materials available.

In our community, the library is the main focal point for neighborhood activities. We need this.

How about 8 1/2 x 11 survey sheets printed on both sides and getting people's ideas and suggestions more often?

I have long been appalled at the Library budget, horrified by the cutbacks in hours. Library availability and materials should have high priority.

Books don't get on the shelves quickly enough.

If (the Library) were to increase its foreign language collection, I think it would be wise to stock classics...in native languages. Many books lose a lot in translation.

(There are) not enough phone books and (those available are) sometimes too outdated.

Paperbacks aren't in any order.

Remove little-used materials to a storage facility to make room for people and current materials.

Some librarians don't realize how loud their voices are and also don't try to get patrons to talk more quietly.

Books are gone forever but the card lingers on and on etc.

(There is) not enough current fiction and non-fiction. Have waited four months for reserved books.

Libraries do not advertise enough of their services.

I am outraged by the stolen books....You'd cut down tremendously just by having tight security at the exit....I've seen it done at college libraries, and it works! Should do this at least while you don't have your electronic scanning equipment for books.

More bilingual books and English conversation books.

All branches don't have (the) same procedures.

Books occasionally seem to be lost after I return them, and I have no way to show that I did return them.

(Let's have) a book drop for early and late book returners.

(The) library perhaps could have an information center on jobs and housing.

(I like) programs which involve the community--neighborhood artists' exhibit, decorating Christmas tree etc.

(When I try) to call reference at Main Library, (the) phone is always busy.

Renewing should be done by telephone or at least in any branch, regardless of where the book was checked out.

"QUIET" signs (are) needed in all libraries.

My two-year-old loves to talk out loud and explore the library. (Could there be) a section where noise wouldn't disturb?

Looking up books in card file (is) difficult. (I) don't know how to proceed after I do look them up.

Wish there were a TV program on how to use a library. Do schools teach students to use and enjoy their libraries?

Library service is one of the few which I as a middle income person can benefit from in San Francisco.

People who work full-time have trouble using facilities--closed too often!

The reason I don't have a public library card is because they want me to pay for a book that I already brought back.

I would like suggestion boxes in libraries for people to indicate books they would like to see the library buy.

Since funds are limited, I feel more effort should be made to select better quality material.

I have never encountered a library that could provide for every need of every patron. This is a fine library with a helpful and knowledgeable staff. We don't complain about services, and never complain about reading material. We merely read what there is to be read.

The current hours make it difficult for working people to use the library. Why should they vote for a bond issue if they cannot experience the benefits?

I enjoy the neighborhood art shows at the Library. Keep a lot of good art on the walls.

I would like to see a less conservative approach to purchasing politically oriented books and magazines.

Thank God for librarians like mine and a few others I've met who really see their job as sacred public service and are dedicated, devoted, and friendly.

COMMENTS RECEIVED ON THE GENERAL PUBLIC SURVEY

There is a need for better communication between (the) branch and (the) (M)ain library. We drop books off at Mission Branch and they are not returned to Main Library. We are then sent overdue notices.

I did not get a library card because I don't have an identification with my address on.

(The) library is for books, maybe records and films--not toys and tools.

Please do not sacrifice space for books, for space for records, child-play facilities, etc. A library is a book collection first!

I do like the "new" look in our branch library; that is, posters and information about many events and programs going on in the City. Also, the friendliness of the librarians and staff.

More professional help should be available. I have no complaint about the pages, but more service people should be available. Every one of the library (staff) is obviously overworked.

I have been waiting for weeks for my card.

I have not used the facility for some time because I owe fines I cannot afford. I would be happy to perform voluntary service to make restitution.

Libraries should be open on Saturday, Sunday and on week nights. Now more than ever do we need this to combat our TV society and to provide the material and time for us to learn and enjoy.

The library must be able to determine whether the books in the catalog are available or not, and if not, why not.

How about setting up a professional reference library (not at branches but one central library) for Engineering/Medical/Agriculture/Law/Art/Music or affiliated with a University(ies).

I would like a teaching session to learn how to use reference material for locating research materials without assistance.

Have been getting books from bookmobile the last year but they have now discontinued. Miss it very much.

My main complaint is that so many of the branches are closed evenings or Mondays or some other day. I think the branches and Main Library should be open every weekday in addition to evenings and weekends. We need the Library open!!!

I have been more than satisfied with the Library. Every person has been very helpful and courteous--even when I phone for help with a problem. Thank you for everything.

I have stopped using Main Library as a place to enjoy books not only because of its limited collection (an embarrassment for a major city), but also because of its lack of comfortable, pleasant reading rooms.

The lack of facilities for the disabled alienates the library from one of the groups to which it would be otherwise perhaps most valuable. (Seek consultation to correct).

When you are past 65 the librarians tend to tell you what you should read instead of helping with what you have decided to read.

Would like very much to have a copy of direction re (1) location of all public libraries in S.F.; (2) days, hours open; (3) rules/procedure for using and borrowing books; (4) lists of books available at each library.

Needed change: Reorganization of periodicals. Now when I am seeking information from periodicals on one subject, I find myself traveling all over (the) building--from one room to another. (W)hy not have a center for periodicals? The system now is cumbersome and time-wasting.

I would like a library card but I understand it is very difficult to obtain one.

I would use the library more if the hours were more uniform, both between branches and through the week, so that I could plan without having to consult a schedule.

COMMENTS RECEIVED ON THE CHILDREN'S SURVEY

Responses to the question:

"What do you like best about the Library?"

Everything. (Age 11)

Colors, books, arts, the silentness, chairs, tables, rugs, and the librarians. (Age 9)

The (Librarians) are nice and books can keep you busy. (Age 11)

The color, a lot of games, you have a lot of things to read, you get to check out books. (Age 7)

Things to do, sit in a chair and read a book. (Age 3)

Books and everything inside the library. (Age 14)

Checking out books, and I like to watch the movies. (Age 6)

It has fun books in it and it is big and roomy. (Age 9)

The large tables and hardback chairs. (Age 11)

The way it (the Library) is arranged. The books I want are usually in some certain (same) shelf. (Age 11)

The interesting things the library has in it. (Age 9)

Quiet, nice, found out a lot of interesting things. (Age 12)

I like the dance-in and to get books. (Age 6)

You could study here and can look up things you don't know. (Age 13)

How it looks on the inside. (Age 10)

How quiet it is and you can get answers in the books you pick out.
(Age 10)

(What) I like best about the library is that there (are) books I like and nice people, also things they have on Saturday and Sunday. (Age 10)

Summer reading program - Magic Hats. (Age 7)

I always find the books I want easily. The encyclopedias contain enough information for my schoolwork. (Age 14)

You don't have to buy the books. You can just take them out and return them. (Age 11)

What I like best about the library is when it is summer reading time. (Age 6)

Poems, Space, and Riddles. (Age 11)

They have good books to read and the books are not that hard. (Age 10)

You have films and neat books. And (I) live close to it. (Age 10)

It has interesting books and is very quiet. (Age 10)

It's here when you need it. (Age 16)

It's so quiet. I can do quiet things in it, like picking out books. I like the story hours. (Age 5)

The library lady is nice. They help me get some books. They have all (kinds) of books. (Age 9)

It's quiet and you can read, study, and think better. (Age 9)

They have a lot of nice things kids like, story hours, films. (Age 9)

The librarians who really like to help. (Age 16)

Laughing and talking with the librarians. (Age 12)

All the books. (Age 10)

(I get) ideas from the library books to do my homework. (Age 12)

Responses to the question:

"What do you like least about the Library?"

Sometimes they don't have the book you want. (Age 13)

There are no new books. (Age 11)

I don't like the idea of paying for overdue books and only two weeks to read them. (Age 11)

No eraser at the end of pencils. (Age 13)

No comics and Playboy. (Age 12)

It is very hard to find books according to authors names. (Age 10)

Nothing. (Age 10)

When you want a book really bad and when you look for it somebody already took it. (Age 14)

Beside it being far from my house, nothing. (Age 14)

Checking out books. (Age 7)

That it doesn't have the books or other stuff you want and that you can't check out some books. (Age 13)

I don't like the time I have to leave. (Age 6)

Torn books. (Age 12)

The (magazines) are mostly in the rack and you can't take them out. (Age 9)

Sometimes it's closed. (Age 9)

Some people make noise and disturb. (Age 10)

None of the pens at the coloring table hardly ever work. (Age 11)

Having to be quiet. (Age 11)

They don't have the record I like. (Age 12)

That the children's reading time is in the morning while I'm in school. (Age 11)

Low tables and hard chairs. (Age 10)

It's hard to check (out) the books. (Age 11)

Not open enough. (Age 6)

The bathroom. (Age 13)

No (comic) books like Spiderman, Superman, Batwoman, Batgirl...etc. (Age 13)

Well nothing really but if I had to answer it would be that the libraries are closed Sundays (and it depends on which library is closed on what weekday.) (Age 14)

There is no Nancy Drew. (Age 7)

I don't like it when you forget to pick up your library card, and when you do they have thrown it away. (Age 13)

The records are only folk and baby stuff. I like rock and funky things, not Puff the Magic Dragon. (11-1/2)

APPENDIX B

Following are copies of the questionnaires used in the General Public Survey, the Survey of Library Users, and the Children's Library Survey.

GENERAL PUBLIC SURVEY

Dear Friend,

The San Francisco Public Library is currently involved in planning the development of future library services. Because the Library is *your* Library, it is essential that we know how you feel about the Library.

This questionnaire will help us know about the problems you have with current services. Your answers will allow us to make future plans that are in keeping with your needs.

Additionally, if it becomes possible for the library to expand its services, your answers will help us decide what these expanded services should be.

Please take the few minutes necessary to complete this questionnaire and return it to any branch library or the Main Library, or fold and use the return mailer on the other side.

John C. Frantz
City Librarian

1. Have you visited the San Francisco Public Library within the past year?

8-1 ☐ Yes

-2 ☐ No IF NO: SKIP TO QUESTION #10

2. Which library facility do you normally use?

9-1 ☐ Main Library

-2 ☐ Branch Library

-3 ☐ Whole World Bookmobile

IF BRANCH: What is the name and/or address of the branch library you normally use? _____

(10-11)

3. What hours do you most often use the library?

12-1 ☐ Morning (before 12:00)

-2 ☐ Early afternoon (12:00-3:00)

-3 ☐ Late afternoon (3:00-6:00)

-4 ☐ Evening (6:00-9:00)

4. About how often do you usually use the library?

13-1 ☐ More than once a week

-2 ☐ Once a week

-3 ☐ Once a month

-4 ☐ Every other month

-5 ☐ Less than every other month

5. Why do you generally use the library?

14-1 ☐ Recreational reading (browsing)

-2 ☐ Professional or research reading

-3 ☐ School homework

-4 ☐ To bring children

-5 ☐ Self improvement reading

-6 ☐ Job information

-7 ☐ To attend programs

6. When you use the library, do you check books out, or use them in the library?

15-1 ☐ Check books out

-2 ☐ Use books in the library

-3 ☐ Both

7. What are the best services you use the library?

16-1 ☐ _____

-2 ☐ _____

-3 ☐ _____

-4 ☐ _____

8. Which (if any) of the following changes would cause you to use the library more?

ADDING MORE MATERIALS:

18-1 ☐ More records, audio cassettes

-2 ☐ More films, TV and video programs

-3 ☐ More paintings to check out

-4 ☐ More books

-5 ☐ None

-6 ☐ Other (specify) _____

CHANGE IN DELIVERY:

19-1 ☐ Books by mail

-2 ☐ Citizen information center

-3 ☐ Bookmobiles

-4 ☐ Toys to check out

-5 ☐ Tools to check out

-6 ☐ None

-7 ☐ Other (specify) _____

CHANGE IN FACILITIES:

20-1 ☐ Lounge space for reading

-2 ☐ More room for students to do schoolwork

-3 ☐ None

-4 ☐ Other (specify) _____

9. On which days, and at which hours would it be the most convenient for you to use the library?

21-1 ☐ Weekday (before 12:00)

-2 ☐ Weekday (12:00-3:00)

-3 ☐ Weekday (3:00-6:00)

-4 ☐ Weekday evening

-5 ☐ Saturday (before 12:00)

-6 ☐ Saturday (12:00-3:00)

SAN FRANCISCO, CA 94102
CIVIC CENTER
MAIN LIBRARY

THE FRIENDS OF THE SAN FRANCISCO PUBLIC LIBRARY

GENERAL PUBLIC SURVEY

Dear Friend,

The San Francisco Public Library is currently involved in planning the development of future library services. Because the Library is *your* Library, it is essential that we know how you feel about the Library.

This questionnaire will help us know about the problems you have with current services. Your answers will allow us to make future plans that are in keeping with your needs.

Additionally, if it becomes possible for the library to expand its services, your answers will help us decide what these expanded services should be.

Please take the few minutes necessary to complete this questionnaire and return it to any branch library or the Main Library, or fold and use the return mailer on the other side.

John C. Frantz
City Librarian

1. Have you visited the San Francisco Public Library within the past year?

8-1 ☐ Yes

-2 ☐ No IF NO: SKIP TO QUESTION #10

2. Which library facility do you normally use?

9-1 ☐ Main Library

-2 ☐ Branch Library

-3 ☐ Whole World Bookmobile

IF BRANCH: What is the name and/or address of the branch library you normally use? _____

(10-11)

3. What hours do you most often use the library?

12-1 ☐ Morning (before 12:00)

-2 ☐ Early afternoon (12:00-3:00)

-3 ☐ Late afternoon (3:00-6:00)

-4 ☐ Evening (6:00-9:00)

4. About how often do you usually use the library?

13-1 ☐ More than once a week

-2 ☐ Once a week

-3 ☐ Once a month

-4 ☐ Every other month

-5 ☐ Less than every other month

5. Why do you generally use the library?

14-1 ☐ Recreational reading (browsing)

-2 ☐ Professional or research reading

-3 ☐ School homework

-4 ☐ To bring children

-5 ☐ Self improvement reading

-6 ☐ Job information

-7 ☐ To attend programs

6. When you use the library, do you usually check books out, or use them in the library?

15-1 ☐ Check books out

-2 ☐ Use books in the library

-3 ☐ Both

7. What are the biggest problems you have (if any) when you use the library? (Check only the two biggest problems in each category.)

SERVICES:

16-1 ☐ Books I want are usually out

-2 ☐ Library doesn't have the books I want

-3 ☐ Procedure for reserving books is too slow

-4 ☐ Material is outdated

-5 ☐ Too hard to check books out

-6 ☐ Librarians can't answer my questions

-7 ☐ Language problems

-8 ☐ None

-9 ☐ Other (specify) _____

FACILITIES:

17-1 ☐ Library is too noisy

-2 ☐ Hours are not convenient

-3 ☐ Lighting is poor

-4 ☐ Restroom facilities are inadequate

-5 ☐ Parking problems (not enough parking available)

-6 ☐ None

-7 ☐ Other (specify) _____

8. Which (if any) of the following changes would cause you to use the library more?

ADDING MORE MATERIALS:

18-1 ☐ More records, audio cassettes

-2 ☐ More films, TV and video programs

-3 ☐ More paintings to check out

-4 ☐ More books

-5 ☐ None

-6 ☐ Other (specify) _____

CHANGE IN DELIVERY:

19-1 ☐ Books by mail

-2 ☐ Citizen information center

-3 ☐ Bookmobiles

-4 ☐ Toys to check out

-5 ☐ Tools to check out

-6 ☐ None

-7 ☐ Other (specify) _____

CHANGE IN FACILITIES:

20-1 ☐ Lounge space for reading

-2 ☐ More room for students to do schoolwork

-3 ☐ None

-4 ☐ Other (specify) _____

9. On which days, and at which hours would it be the most convenient for you to use the library?

21-1 ☐ Weekday (before 12:00)

-2 ☐ Weekday (12:00-3:00)

-3 ☐ Weekday (3:00-6:00)

-4 ☐ Weekday evening

-5 ☐ Saturday (before 12:00)

-6 ☐ Saturday (12:00-3:00)

-7 ☐ Saturday (3:00-6:00)

-8 ☐ Saturday evening

-9 ☐ Sunday (before 12:00)

-0 ☐ Sunday (12:00-3:00)

-X ☐ Sunday (3:00-6:00)

-Y ☐ Sunday evening

SKIP TO QUESTION #12

FOR PEOPLE WHO ANSWERED "NO" TO QUESTION #1

10. Have you ever used the San Francisco Public Library?

22-1 ☐ Yes

-2 ☐ No

IF YES: Why did you stop using the Library?

23-1 ☐ Couldn't get what I wanted

-2 ☐ Moved too far away

-3 ☐ Too hard to check out books

-4 ☐ Could not get transportation

-5 ☐ Parking problems

-6 ☐ Hours are not convenient

-7 ☐ Librarians were not helpful

-8 ☐ Owe library fines

-9 ☐ Library facilities are poor

-0 ☐ Use private or school library

-X ☐ Prefer to buy books

-Y ☐ Other (specify) _____

IF NO: Why haven't you ever used the Library?

- 24-1 ☐ Don't know where it is
-2 ☐ Don't like to read
-3 ☐ Library doesn't have what I want
-4 ☐ Prefer to buy books
-5 ☐ Cannot get to library
-6 ☐ Use school or private library
-7 ☐ Hours are not convenient
-8 ☐ Language difficulties
-9 ☐ Other (specify) _____

11. How do you usually get most of your information?

- 25-1 ☐ Reading newspapers, magazines
-2 ☐ Attending community meetings
-3 ☐ Watching television
-4 ☐ Reading books
-5 ☐ Listening to radio
-6 ☐ Friends
-7 ☐ Other (specify) _____

IMPORTANT

EVERYONE PLEASE COMPLETE THIS SECTION

12. Urban cities in the U.S. spend an average of 2% of their annual budget on public libraries. In San Francisco, the City has never allocated more than 1% of the City budget to library services. Do you think the City should allocate more money to the Library?

- 26-1 ☐ Yes
-2 ☐ No

13. Age:

- 27-1 ☐ Under 14 years
-2 ☐ 14-17 years
-3 ☐ 18-24 years
-4 ☐ 25-34 years
-5 ☐ 35-64 years
-6 ☐ 65 and over

14. Sex:

- 28-1 ☐ Female
-2 ☐ Male

15. Ethnic background:

- 29-1 ☐ American Indian
-2 ☐ Black
-3 ☐ Caucasian
-4 ☐ Chinese
-5 ☐ Filipino
-6 ☐ Japanese
-7 ☐ Spanish surname
-8 ☐ Other (specify) _____

16. Native language:

- 30-1 ☐ English
-2 ☐ Chinese
-3 ☐ Spanish
-4 ☐ Tagalog
-5 ☐ Other (specify) _____

17. How far have you gone in school? (Check only one space)

- 31-1 ☐ Elementary
-2 ☐ High School
-3 ☐ Business/Technical
-4 ☐ College

18. What is your occupation?

- 32-1 ☐ Sales/Clerical
-2 ☐ Professional/Manager/Proprietor
-3 ☐ Housewife
-4 ☐ Student
-5 ☐ Craftsman/Foreman/Laborer
-6 ☐ Service Worker
-7 ☐ Retired
-8 ☐ Other (specify) _____

19. Are you a resident of San Francisco?

- 33-1 ☐ Yes
-2 ☐ No

IF YES: What is the nearest street intersection to your home? (Name the nearest two streets that cross each other.) _____

(34-35)

IF NO: What city do you live in? _____ (36)

20. Do you have a library card from the San Francisco Public Library?

- 37-1 ☐ Yes
-2 ☐ No

21. Comments: _____

(38-39)

25408

RETURN TO ANY BRANCH LIBRARY OR THE MAIN LIBRARY OR MAIL

To return by mail, fold in half and then along dotted line and secure



PLACE
STAMP
HERE

THE FRIENDS OF THE SAN FRANCISCO PUBLIC LIBRARY
MAIN LIBRARY
CIVIC CENTER
SAN FRANCISCO, CA 94102

FRIENDS OF THE LIBRARY

SURVEY OF LIBRARY USERS

Dear Friend,

The San Francisco Public Library is currently involved in planning the development of future library services. Because the library is *your* library, it is essential that we know how you feel about the library.

This questionnaire will help us know about the problems you have with current services. Your answers will allow us to make future plans that are in keeping with your needs. Additionally, if it becomes possible for the library to expand its services, your answers will help us decide what these

expanded services should be.

Please take the few minutes necessary to complete this questionnaire and return it to any branch library or the Main Library.

John C. Frantz
City Librarian

1. Which library facility do you normally use?

- 8-1 ☐ Main Library
-2 ☐ Branch Library
-3 ☐ Whole World Bookmobile

(IF BRANCH) What is the name and/or address of the Branch you normally use? _____

(9-10)

(IF BRANCH) How do you usually get to the Branch Library?

- 11-1 ☐ Bus
-2 ☐ Walk
-3 ☐ Drive car
-4 ☐ Bicycle
-5 ☐ Other (specify): _____

2. Do you generally use the library located closest to your home?

- 12-1 ☐ YES -2 ☐ NO -3 ☐ DON'T KNOW

(IF NO) Why do you use a library other than the one located nearest to your home?

- 13-1 ☐ It's bigger and has more material
-2 ☐ Transportation is better
-3 ☐ It has special material
-4 ☐ Parking is better
-5 ☐ Closest library is closed
-6 ☐ More convenient to work or shopping
-7 ☐ Other (specify): _____

3. What hours do you most often use the Library?

- 14-1 ☐ Morning (before 12:00)
-2 ☐ Early afternoon (12:00-3:00)
-3 ☐ Late afternoon (3:00-6:00)
-4 ☐ Evening (6:00-9:00)

4. About how often do you usually use the Library?

- 15-1 ☐ More than once a week
-2 ☐ Once a week
-3 ☐ Once a month
-4 ☐ Every other month
-5 ☐ Less than every other month

5. Why do you generally use the Library?

- 16-1 ☐ Recreational reading (browsing)
-2 ☐ Professional or research reading
-3 ☐ School homework
-4 ☐ To bring children
-5 ☐ Self improvement reading
-6 ☐ Job information
-7 ☐ To attend programs

6. When you use the Library, do you usually check books out, or use them in the Library?

- 17-1 ☐ Check books out
-2 ☐ Use books in Library
-3 ☐ Both

7. What are the biggest problems you have (if any) when you use the Library? (Check only the *two* biggest problems in each category.)

SERVICES:

- 18-1 ☐ Books I want are usually out
-2 ☐ Library doesn't have the books I want
-3 ☐ Procedure for reserving books is too slow
-4 ☐ Material is outdated
-5 ☐ Too hard to check books out
-6 ☐ Librarians can't answer my questions
-7 ☐ Language problems
-8 ☐ None
-9 ☐ Other (specify): _____

FACILITIES:

- 19-1 ☐ Library is too noisy
-2 ☐ Hours are not convenient
-3 ☐ Lighting is poor
-4 ☐ Restroom facilities are inadequate
-5 ☐ Parking problems (not enough parking available)
-6 ☐ None
-7 ☐ Other (specify): _____

8. Which (if any) of the following changes would cause you to use the Library more?

ADDING MORE MATERIALS:

- 20-1 ☐ More records, audio cassettes
-2 ☐ More films, TV and video programs
-3 ☐ More paintings to check out
-4 ☐ More books
-5 ☐ None
-6 ☐ Other (specify): _____

CHANGE IN DELIVERY:

- 21-1 ☐ Books by mail
-2 ☐ Citizen information center
-3 ☐ Bookmobiles
-4 ☐ Toys to check out
-5 ☐ Tools to check out
-6 ☐ None
-7 ☐ Other (specify): _____

CHANGE IN FACILITIES:

- 22-1 ☐ Lounge space for reading
-2 ☐ More room for students to do schoolwork
-3 ☐ None
-4 ☐ Other (specify): _____

9. Should the Library have more foreign language materials available to better meet your needs?

- 23-1 ☐ YES
-2 ☐ NO

(IF YES) In what language?

- 24-1 ☐ Chinese
-2 ☐ Spanish
-3 ☐ Tagalog
-4 ☐ Other (specify): _____

10. Which (if any) audio/visual services should there be more of in the Library to better meet your needs?

- 25-1 ☐ 8mm films
-2 ☐ Television and video programs
-3 ☐ 16mm films
-4 ☐ Audio cassettes
-5 ☐ Phonographs
-6 ☐ Slides and filmstrips
-7 ☐ None
-8 ☐ Other (specify): _____

11. Which Library service (if any) do you find particularly outstanding? _____

(26-27)

12. Which Library service (if any) do you find particularly unsatisfactory? _____

(28-29)

13. What is your overall evaluation of Library services in San Francisco?

- 30-1 ☐ GOOD -3 ☐ POOR
-2 ☐ FAIR -4 ☐ DON'T KNOW

14. On which days, and at which hours would it be the most convenient for you to use the Library?

- 31-1 ☐ Weekday (before 12:00)
-2 ☐ Weekday (12:00-3:00)
-3 ☐ Weekday (3:00-6:00)
-4 ☐ Weekday evening
-5 ☐ Saturday (before 12:00)
-6 ☐ Saturday (12:00-3:00)
-7 ☐ Saturday (3:00-6:00)
-8 ☐ Saturday evening
-9 ☐ Sunday (before 12:00)
-0 ☐ Sunday (12:00-3:00)
-X ☐ Sunday (3:00-6:00)
-Y ☐ Sunday evening

15. If the Library could be open two evenings only, which two evenings would be most convenient for you? (Mark only the *two* most desirable evenings.)

- 32-1 ☐ Sunday evening
-2 ☐ Monday evening
-3 ☐ Tuesday evening
-4 ☐ Wednesday evening
-5 ☐ Thursday evening
-6 ☐ Friday evening
-7 ☐ Saturday evening

16. Currently San Francisco has 26 Branch Libraries located in all areas of the City. Many of these are small branches with limited materials and hours. It has been suggested that some of these smaller branches be combined into some of the existing larger branches with more materials and longer hours. If you had to choose, would you rather have a smaller Branch Library with limited materials and hours located in your neighborhood, or a larger Branch Library with more materials and longer hours located further away?

- 33-1 ☐ Smaller Branch
-2 ☐ Larger Branch

Why? _____

(34-35)

17. Urban cities in the U.S. spend an average of 2% of their annual budget on public libraries. In San Francisco the City has never allocated more than 1% of the City budget to library services. Do you think the City should allocate more money to the Library?

- 36-1 ☐ YES -2 ☐ NO

18. The San Francisco Main Library was built in 1917 for a total volume capacity of 400,000 books. Today, the Main houses 900,000 volumes and is considered outdated and inefficient by library personnel. To build a new Main Library a city bond issue of approximately \$60 million would be required. Would you vote in favor of a bond issue to build a new Main?

- 37-1 ☐ YES -2 ☐ NO

19. Age:

- 38-1 ☐ Under 14 years
-2 ☐ 14-17 years
-3 ☐ 18-24 years
-4 ☐ 25-34 years
-5 ☐ 35-64 years
-6 ☐ 65 and over

20. Sex:

- 39-1 ☐ Female -2 ☐ Male

21. Ethnic background:

- 40-1 ☐ American Indian
-2 ☐ Black
-3 ☐ Caucasian
-4 ☐ Chinese
-5 ☐ Filipino
-6 ☐ Japanese
-7 ☐ Spanish surname
-8 ☐ Other (specify): _____

22. Native language:

- 41-1 ☐ English
-2 ☐ Chinese
-3 ☐ Spanish
-4 ☐ Tagalog
-5 ☐ Other (specify): _____

23. How far have you gone in school? (Check only one space.)

- 42-1 ☐ Elementary
-2 ☐ High School
-3 ☐ Business/Technical
-4 ☐ College

24. What is your occupation?

- 43-1 ☐ Sales/Clerical
-2 ☐ Professional/Manager/Proprietor
-3 ☐ Housewife
-4 ☐ Student
-5 ☐ Craftsman/Foreman/Laborer
-6 ☐ Service Worker
-7 ☐ Retired
-8 ☐ Other

25. Are you a resident of San Francisco?

- 44-1 ☐ YES -2 ☐ NO

(IF YES) What is the nearest street intersection to your home? (Name the nearest two streets that cross each other.) _____

(45-46)

(IF NO) What city do you live in? _____

(47)

26. Do you have a library card from the San Francisco Public Library?

- 48-1 ☐ YES -2 ☐ NO

27. Comments: _____

(49-50)

RETURN TO ANY BRANCH LIBRARY OR THE MAIN LIBRARY OR MAIL TO THE FRIENDS, S.F. PUBLIC LIBRARY, CIVIC CENTER, SAN FRANCISCO 94102.

10945

CHILDREN'S LIBRARY SURVEY

Dear Friend,

The Friends of the San Francisco Public Library are doing a survey about library services. We would like to know how you feel about the Library, and any problems you have when using it. This information will help us make future plans for the Library.

Please help us by completing this questionnaire and return it to one of the Librarians at any branch library or the Main Library.

John C. Frantz
City Librarian

1. Why do you usually come to the Library? (Check as many answers as you need.)

- 1 ☐ to borrow a book to read for fun
- 2 ☐ to get information for school work
- 3 ☐ to read in the Library
- 4 ☐ to study in the Library
- 5 ☐ to get information about some special interest, hobby
- 6 ☐ to attend film programs, story hours or other special programs
- 7 ☐ to attend pre-school story hour
- 8 ☐ to get a book for someone else

2. Can you usually find what you want by yourself?

- 9-1 ☐ Yes
- 2 ☐ No

3. Are the Librarians usually helpful?

- 10-1 ☐ Yes
- 2 ☐ No

4. Does the Library have comfortable tables and chairs?

- 11-1 ☐ Yes
- 2 ☐ No

5. What kind of books do you like best? _____

(12-14)

6. Is it hard for you to check out books?

- 15-1 ☐ Yes
- 2 ☐ No

7. Is the Library closed when you want to use it?

- 16-1 ☐ Yes
- 2 ☐ No

IF YES: When would you like the Library to be open? _____

(17)

8. Are the books you want usually in the Library?

- 18-1 ☐ Yes
- 2 ☐ No

9. Are the records you want usually in the Library?
19-1 ☐ Yes
-2 ☐ No
-3 ☐ Don't Know
10. How often do you come to the Library?
20-1 ☐ once a week or more
-2 ☐ once or twice a month
-3 ☐ a few times a year
-4 ☐ this is your first time
11. With whom do you usually come to the Library?
21-1 ☐ by yourself
-2 ☐ with friends or family
-3 ☐ with a group
-4 ☐ other
12. How do you usually get to the Library?
22-1 ☐ walk
-2 ☐ bicycle
-3 ☐ bus
-4 ☐ someone drives you
13. Do you go to more than one branch library?
23-1 ☐ Yes
-2 ☐ No
14. Do you have a library card?
24-1 ☐ Yes
-2 ☐ No
15. What do you like best about the Library? _____

_____ (25)
16. What do you like least about the Library? _____

_____ (26)
17. How old are you? _____ (27-28)
18. Are you a:
29-1 ☐ boy
-2 ☐ girl
19. Do you speak or read any language other than English?
30-1 ☐ Yes
-2 ☐ No
IF YES: What language? _____ (31)
20. Please check here if you are a parent completing this questionnaire for a child. _____ (32)



RETURN TO ANY BRANCH LIBRARY OR THE MAIN LIBRARY OR MAIL TO
THE FRIENDS, S.F. PUBLIC LIBRARY, CIVIC CENTER, SAN FRANCISCO 94102



